



March 2007



VILLAGE CENTRE Business Improvement District

# The Voice

*Taking the pulse of the Historic Village Centre*

## Upcoming Events

- Friday, March 2**  
*Food for Thoughts*  
BID Gathering 8:00a
- Wednesday, March 14**  
BID Board Meeting 7:30a
- Thursday, April 5**  
*Food for Thoughts*  
BID Gathering 8:00a
- Friday, April 6**  
Easter Egg Hunt, 6:00p
- Wednesday, April 11**  
BID Board Meeting 7:30a
- Thursday, May 3**  
*Food for Thoughts*  
BID Gathering 8:00a
- Wednesday, May 9**  
BID Board Meeting 7:30a
- Wednesday, May 16**  
Farmers Market Opens

## Meet Barb Watters



I would like to start out this very first newsletter from this office to thank everyone on the BID (Business Improvement District) Board, the administrative staff of the Village of Menomonee Falls, the Community Chamber of Menomonee Falls, as well as all the merchants I have met through my walk around the Village Centre for making my first two months here very welcoming. With the new office and office hours from 10:00-2:00 Monday through Friday, I wish to extend an invitation to everyone that if you need anything, just stop in and see me. My office is located on the four corners, the first building north of the village clock. Hope to see you often. —Barb Watters

*Village Centre BID Manager*

## Food for Thoughts Thursday

Help us help you! The first *Food for Thoughts* gathering will be held on **Friday, March 2**, with subsequent meetings every first Thursday of the month. These are informal gatherings of business/property owners in the Village Centre Business Improvement District. Ideas are exchanged for the betterment of our downtown area. Meeting held from 8:00-9:00 a.m. in the new Village Centre office.

## This Newsletter is for YOU!

This newsletter is prepared for the owners and businesses within the Village Centre BID. Please contribute and share what is happening with your business in our "Heart of the Falls" world. Phone or email your news submissions to the Village Centre office by the 15th of each month.

VILLAGE CENTRE BID EMAIL  
[vcmenfalls@wi.rr.com](mailto:vcmenfalls@wi.rr.com)

## Coupon Book available soon

A total of 29 businesses are participating in the Spring Coupon Book. The BID is printing 1500 books for distribution in early March. If you missed this opportunity, watch for information on the Summer Coupon book.

If you are in the book, Barb will be around giving you a supply to distribute FREE at your location. The book will also be available at the Library, Municipal building, and places that will best serve your interest.

The cost of this book is shared between the BID and the merchants. Merchants pay \$25 a coupon, and the BID matches each \$25 contribution. With the 29 merchants participating in this book, we were able to increase the quantity to print a total of 1,500 books to promote downtown business.

## New Website in the works

A new, comprehensive BID website is in development. When complete it will be our official website. Those wishing to stay on shoppingthevillage.com may do so, in addition to their listing and link to the new site. Details on the options will be made available to you in the next 4-6 weeks.

Some of the new and enhanced features of this site will include:

- \* Merchant/business directory with optional links to their own web sites or web page
- \* Real Estate & Rental Opportunities
- \* Financing; Demographics; Parking information for development
- \* Contact information for BID Board Members and committee list
- \* Points of interest such as a downloadable Walking Tour, Park System brochure, or Visitors Guide

Stay tuned for all the facts and features of our new website!



VILLAGE CENTRE

## Village Centre Office has moved!

N88 W16712 Appleton Ave. (Corner Appleton & Main)

## Concerts in the Park



The Summer concert series is booked and it looks like a great line-up once again. Opportunities still exist for sponsorships and/or placement ads in the concert book that gets distributed at each concert. March 1 is the deadline for these so the printer can start on the books. Call Barb Watters in the BID Office if you would like to take advantage of this great marketing tool.



## Farmers Market opens May 16

May 16th will be the first farmers market of the season. Applications will go out soon after March 1 to fill our spots. Please support the market vendors, and remember they are willing to distribute promotional materials for you if you bring flyers to them

## New Village Centre Business Resource Guide

We are currently working on a new full-color resource guide with a whole new look. This marketing tool would list the downtown businesses that want to be in this very useful brochure. There will be a small insertion fee and you will be contacted in the near future of your desire to be included in this guide. It will be distributed in the Village Centre as well as in areas all around Waukesha County, Washington County and other Visitor Information locations.

## Local Chefs, take notice!

*The Express News* is seeking local chefs to serve as subjects for a "celebrity chef" story line, where notable chefs would describe their favorite recipe and how to make it. If you are a chef and would like to participate, or if you would like to see a particular chef be involved, please contact Barb Watters at the BID office by March 12.

## Easter Egg Hunt scheduled for April 6

The annual Easter Egg Hunt is scheduled for Friday, April 6 in Village Park. At 6:00 p.m. the Easter Bunny and Clowns will arrive; 6:30 p.m. the Coloring Contest Winners will be announced; and at 7:00 p.m. the Hunt will begin.



## Welcome New Businesses

New to the Business Improvement District? Or, would you like your business to be featured in this newsletter or other BID publication? Email or call us with your information: name of business, address, phone and a brief description of your business and what you offer. Email it to [vcmenfalls@wi.rr.com](mailto:vcmenfalls@wi.rr.com).

## FEATURED BUSINESS in the Village Centre

### Collectors Unlimited

*Specializing in all sports figural collectibles*

N88 W16726 Appleton Ave.

Call (262) 255-2722

*Collectors Unlimited* has a comprehensive assortment of Sports and Entertainment Memorabilia. The store is a treasure trove of sports figural collectibles. Featuring Salvino, Gartlan, Sports Impressions, Art of Sport and Romito, including the more inexpensive brands such as McFarlane, Starting Lineups and Headliners.



Louie Gleason is the owner of Collectors Unlimited, a unique store that specializes in all sports figural collectibles. Gleason has been in business for 17 years, having relocated to the Village Centre last year.

Collectors Unlimited is a great shopping spot for the hobbyist, collector and sport enthusiast.

**Sports Cards | Baseball Cards | Coins  
Limited Edition Collector Plates  
McFarlane Figurines  
Sports & Entertainment Memorabilia**



VILLAGE CENTRE

### BID Board Members

Tina Polk, President 251-8740	Bruce Marx 255-5906
Ann Wanke, VP 251-8791	Karen Nelson 415-1002
Mary Metzger, Treas. 251-9050	Christine McDuffie 251-7756
Barb Seefeld, Secty. 255-8181	Jim Jeskewitz 251-9595
Robert Baer 251-3820	Marlene Lammi 255- 0685
Ralph Krueger 251-2340	

### Barb Watters - BID Manager

*Village Centre monthly Board Meetings held  
Second Wednesday at 7:30 a.m.  
at the Village Centre Office. All are welcome!*

*Office located at:*

N88 W16712 Appleton Avenue

Email: [vcmenfalls@wi.rr.com](mailto:vcmenfalls@wi.rr.com)

Phone: (262) 251-8797

*This newsletter is available online at*

**[www.shoppingthevillage.com](http://www.shoppingthevillage.com)**